

---

<b>Purpose</b>	Describe activities used by local WIC agencies for collecting and receiving client input and utilizing it in program planning and evaluation.
----------------	-----------------------------------------------------------------------------------------------------------------------------------------------

---

<b>Required Activities</b>	<p>Local agencies are required to receive, document and follow up on any program complaints.</p> <p>Complaints received should be documented on the Program Integrity Screening Form. The form may be found in Section P of this manual.</p> <p>All staff should be familiar with the location and completion the Screening form.</p> <p>All complaints alleging discrimination should be taken and forwarded to the State WIC office according to the procedure in section K of this manual.</p> <p>See Volume J, Section J for procedures related to collecting vendor input.</p> <p>Make comment cards available to clients.</p>
----------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

<b>Recommended Activities</b>	<p>Local agencies should actively solicit input regarding the program and quality of services delivered in their service area.</p> <p>Recommended activities for soliciting input are:</p> <p><i>Focus Groups</i> use small planned groups of 7-10 persons who were recruited to participate in the process. These groups are used to determine why people behave or make decisions in a certain way, to access needs and identify strategies to improve service.</p> <p><i>Advisory Groups</i> are a group of persons assembled to make recommendations regarding the program and services. An advisory group may include providers, health professionals, referral agency members, WIC clients, interested community members, and vendors.</p> <p><i>Surveys</i> may be used to measure knowledge, attitudes and behaviors. They allow for the collection of written input regarding the program and services.</p> <p><i>Participant Interviews</i> may be used as part of self monitoring.</p>
-------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

**Program Planning**

Client input can be an essential component of program planning. Client input can be used to:

- Identify program priorities
- Make recommendations for change in service and delivery such as location or hours of service.
- Develop specific programs and materials including educational programs and outreach materials.

---

**Program Evaluation**

Client input can be used as in important part of program evaluation. Client input can be used to evaluate the:

- acceptability of changes made in services such as new site, adding evening hours, etc.
  - effectiveness of programs, materials and methods such as group education, outreach, or health/nutrition materials.
-